

Appln No. 10/815616  
Amdt. Dated: November 17, 2006  
Response to Office Action of October 20, 2006

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### **REMARKS/ARGUMENTS**

The Applicant thanks the Examiner for the Office Action dated October 20, 2006.

#### **Claim Amendments**

Claim 1 has been amended to specify that the sensing device of the shopping receptacle is adapted to sense first coded data on a user identity card and sense second coded data on a product item. Basis for these amendments can be found in Sections 8.7.1 and 8.7.3 of the specification at pages 124 to 126. The specification is unambiguously clear that the scanning device 6101 performs these dual functions.

Corresponding amendments have been made to method claim 12.

#### **Claim Rejections - 35 USC § 103**

The Applicant contests the Examiner's assertion that the present invention is obvious in view of the combined disclosures of Axelrod and Gogulski.

As the Examiner admits, Gogulski fails to teach a shopping receptacle adapted for use with a user identity card. In the Applicant's submission, there is nothing in the teaching of Axelrod, which suggests to the skilled person that Axelrod's cards should be used in combination with a shopping receptacle.

Moreover, even the skilled person were to combine the teachings of Gogulski and Axelrod, there is nothing in the prior art suggesting that a sensing device on the shopping receptacle should be configured to sense both first coded data on the identity card and second coded data on product items for purchasing. This arrangement simplifies the design of the shopping receptacle and facilitates user interactivity. It was clearly not contemplated by either Axelrod or Gogulski. Accordingly, it is submitted that the present invention is not obvious in view of any of the cited documents.

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It is respectfully submitted that all of the Examiner's objections have been successfully traversed. Accordingly, it is submitted that the application is now in condition for allowance. Reconsideration and allowance of the application is courteously solicited.

Very respectfully,

Applicant/s:



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